Egypt   2010

#381
Hill + Knowlton

ITIDA
3 press releases

ational

materials

Press release

Egyptian Prime Minister Appoints Yasser ElKady as CEO of the Information Technology Industry Development Agency (ITIDA)

Egyptian Prime Minister yesterday appointed Eng. Yasser ElKady as the new CEO of the Information Technology Industry Development Agency (ITIDA). ElKady will be reporting directly to the Minister of Telecommunications and Information Technology.

In September 2009, ElKady was appointed as the First Deputy to the Minister of Investment in Egypt. To support his role for the Ministry, Yasser was also appointed as a board member for the General Authority for Investment (GAFI), the principal government body regulating and facilitating investment in Egypt.

Since 2007, ElKady has also been a board member in the Information Technology Industry Development Agency (ITIDA), which builds the capacities of local IT companies and aims to grow a qualified, sustainable and deployable talent pool. A year later, ElKady joined the Advisory Board for the Minister of Communications and IT, Dr. Tarek Kamel, to help formulating the national innovation strategy and the IT industry development for Egypt.

Today, ElKady is also a board member in Credit Agricole Egypt. Yasser was also an advisor to the former Minister of Transportation, Eng. Mohammed Mansour.

Prior to holding these positions, ElKady established and grew the business of Cisco Systems in Egypt and the Middle East region over a period of ten years. He took on the role of general manager for Egypt back in 1999. ElKady built the organization from the ground up and designed a strategy to align Cisco Systems with the Egyptian government's vision for CIT development.

He then took over the region becoming the Managing Director for MEA, strategy and business development. ElKady's role at Cisco Systems not only achieved revenue growth and expansion, but he was instrumental in building relationships with the regional governments to enhance IT skills and to develop talent.

After earning a Bachelor of Science Degree in Electronics and Data Communications Engineering from Cairo University, Yasser received a degree in computer design from California, USA.

About IDITA

The Information Technology Industry Development Agency (ITIDA) is a governmental entity affiliated to Egypt's Ministry of Communications and Information Technology. It is responsible for growing and developing Egypt's position as a leading global outsourcing location by attracting foreign direct investment to the industry and maximizing the exports of IT services and applications.

Located in the heart of the modern business environment at Smart Village, the six hundred acre technology and business park on the outskirts of Cairo, ITIDA is a self-sustainable entity that drives the IT industry in Egypt and raises awareness among the Egyptian people of the benefits and use of ICT to advance socio-economic welfare of the whole community. To learn more about ITIDA and its activities, please visit www.itida.gov.eg

- ENDS –

Contact details:

Ahmed Reda
Media & Communication Manager
Information Technology Industry Development Agency
T: +202 35 34 51 85
E: areda@itida.gov.eg

Press release

Egypt builds reputation as innovation powerhouse

Information Technology Industry Development Agency of Egypt
to host a breakout panel discussion at the 2010 CIO 100
Symposium focusing on value of technology innovation

Rancho Palos Verdes, California, USA – August 22, 2010: Already
established as a world leader in global outsourcing and offshoring, Egypt is
now focusing its investments and resources towards technology innovation
and entrepreneurship.

Egypt's Information Technology Industry Development Agency (ITIDA) will be
showcasing the country's innovation offerings and collaborative multinational
projects at the 2010 CIO 100 Symposium and Awards Ceremony on August
22-24 in Rancho Palos Verdes, California, USA. The event recognizes
leadership in the use of technology, information management, and
organizational development, and honors the outstanding achievements of 100
industry-leading enterprises.

Dr. Tarek El-Sadany, Senior Advisor to the Minister of Communications and
Information Technology of Egypt for Technology Policies, will be leading the
panel discussion on "The future of IT innovation in a multilingual, global
operation," with Ahmed N. Tantawy, Director of Egypt's Nanotechnology
Center, and Hisham Sanad, Chairman, CEO and co-founder of egabi Solutions.
The panelists will be discussing the emerging importance of technology
innovation and key collaborations with multinational companies. The session
will take place on Tuesday, August 24 at 2:40 pm at the Terranea Resort in
Palos Verdes room #1.

Egypt on

"Egypt recognizes that a country's capacity for innovation and entrepreneurship is a critical contributor to success in today's competitive global marketplace," said Dr. El-Sadany. "That's why Egypt has invested heavily in the education and training over the past decade, resulting in a highly technical, multilingual workforce, a modern and safe business environment and cost-competitive services that foster the free flow of business innovation."

Dr. El-Sadany adds, "With the government's backing and support, Egypt will help companies and organizations by providing an environment where innovators and entrepreneurs can thrive. Through multinational collaboration and partnerships, entrepreneurs will focus on building ground-breaking business models and further creating or developing existing capabilities to solve problems. Egypt has so much to offer and, together with our clients, ITIDA is the guiding force for technology innovation, investment and development across Egypt."

Raising the benchmark on technology innovation
Contributing to the country's groundwork towards becoming a hub for innovation, Egypt built the Smart Village, a modern business park outside Cairo that spreads over 32 million square feet. Currently home to 120 entities including over 20 multi-national companies and 28,000 professionals, it is expected to host more than 500 companies and more than 100,000 employees by 2014. Additional projects include:

- In the Smart Village, major institutions offering ICT-related programs are Nile University, the Information Technology Institute and the National Telecommunication Institute, all of which create an

educational environment conducive to creative research and critical thinking.

- The Innovation and Entrepreneurship Center (IEC) was formed in association with academia, the government, and the private sector to develop and support Egypt's workforce through educational, technological and financial resources. As part the IEC, viable ICT start-ups can receive support (such as funding space in the Smart Village incubator buildings), expertise in taking a product or service to market, and help with intellectual property protection.

- The Technology Development Fund (TDF) is a public-private partnership, which is ITIDA's initial step in building an ICT venture capital industry in Egypt. Outside of TDF's involvement, other venture capital funds in Jordan, Saudi Arabia and the United Arab Emirates invest in innovative Egyptian ICT ventures. With the aim of structuring investment opportunities, the country is continuously seeking experienced venture capital firms and experts, as well as the formation of new venture capital firms.

- The Global Entrepreneurship Program (GEP) was recently established by the US government in order to coordinate efforts to promote entrepreneurship around the world. President Obama selected Egypt to be the GEP's first pilot program.

- Egypt's Nanotechnology Center (EGNC) was launched in 2008 as a partnership among IBM, Cairo University, Nile University, and with support from ITIDA and the Science and Technology Development Fund. The center's research focuses on simulation and modeling software, alternative energy and energy recovery for desalination.

-ends-

Contact Details:

itida
Developing
IT in Egypt

Ahmed Reda
Media & Communications Manager
Information Technology Industry Development Agency
T: +202 35 34 51 85
E: areda@itida.gov.eg

Charles Zinkowski
Senior Vice President
Hill & Knowlton
T: 212 885 0630
E: Charles.Zinkowski@HillandKnowlton.com

About ITIDA:
The Information Technology Industry Development Agency (ITIDA) is a governmental entity affiliated to Egypt's Ministry of Communications and Information Technology. It is responsible for growing and developing Egypt's position as a leading global outsourcing location by attracting foreign direct investment to the industry and maximizing the exports of IT services and applications.

Located in the heart of the modern business environment at Smart Village, the six hundred acre business park on the outskirts of Cairo, ITIDA is a self sustainable entity that drives the IT industry in Egypt and raises awareness among the Egyptian people of the benefits and use of ICT to advance socioeconomic welfare of the whole community.

For further information on ITIDA, visit www.egypton.com or www.itida.gov.eg

Egypt on